

**Sept. 18, 2013 (#1410)**  
**ALAN WATT**  
**"CUTTING THROUGH THE MATRIX"**  
**LIVE ON RBN**

Poem Copyright Alan Watt Sept. 18, 2013:

**The Perfected Citizen:**

**"Kind Governments Posing as Our Saviour,  
Using Our Taxes to Change Our Behaviour  
By Peer Pressure, Guilt and Shame,  
Helping Save Money for Government Game,  
Adopting New Normals, You will Reform  
Opinions and Attitudes and So Conform  
To Be a Quality Approved Product, Standardized,  
On Hearing Up is Down You're Not Surprised,  
Discard Sensibilities and Own Conclusions,  
When 2+2=5 There'll Be No Confusion,  
Everyone's the Same and No-One's Wrong  
When Authorized Opinions Prattled by Throng"**  
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Hi folks. I'm Alan Watt and this is Cutting Through the Matrix on the 18<sup>th</sup> of September, 2013.

I always start off the broadcast by advising any newcomers to look into [cuttingthroughthematrix.com](http://cuttingthroughthematrix.com) website and helping yourself to lots of free audios for download where I go through the system, the big system you're born into. It's not as crazy as it makes out to be and I show you how you're living in a contrived system, well planned indeed, and it's been on the go for an awful long time. And you got to go back about a hundred years to find the big foundations that set themselves up, tax-exempt foundations that pretend that they're philanthropic. In other words they guide society in the proper fashion you see. And they also guide governments too because they own thousands of think tanks across the world that advise governments on all social policies, foreign policies, economic policies and everything else too.

So charitable foundations, as they call themselves, run the world. And they were set up by the top international moneylenders of their day a hundred years ago; they also formed private clubs like the **Royal Institute for International Affairs**, which sounds very official but in fact it's a private organization. And their counterpart for America, the same organization, is the **Council on Foreign Relations**. And they have the same institute in every country across the planet pretty well today.

So these are the guys who plan the global agenda, the globalization of society, the standardization of a common culture down the road, and the elimination of all national cultures as they go along too. That's all part of it as well. And the U.S. is the battering ram right now, it used to be Britain but they turned it over to the U.S. because Britain was flat broke with all the wars they had to fight to keep the private central banks and so on, on the go. So it's now the U.S.'s turn to do the same thing and be awfully unpopular too and take the heat for it as well and all the fallout from it as they push the agenda across the world and standardize the last few countries that don't belong to the World Bank. They don't have anything to do with the International Monetary Fund. They don't have private owned central banks, often by foreigners. And they are being standardized right now as we speak, so you're living through it. And plus too the culture in society as I say is drastically changing by design and you're actually told what's now politically correct. And you're simply a bigot if you won't accept anything that is pushed down your throat basically and that's your problem. And of course they even back it up by laws now.

Now when governments are in charge of social culture and morals and all the rest of it you're in a bad state all together. You're being completely trained into a different society, not by your own judgments and so on but by those at the top who run it by a plan and there is no arguing with them at all on these things.

So help yourself to [cuttingthroughthematrix.com](http://cuttingthroughthematrix.com) and remember too you can also get print-ups, not just the audios, but you can get print-ups of many of the talks I've given in English actually on all the sites listed at

[cuttingthroughthematrix.com](http://cuttingthroughthematrix.com). And if you go into [alanwattsentientsentinel.eu](http://alanwattsentientsentinel.eu) you can get transcripts in other languages for print-up.

And you bring me to you remember. I don't get backed by big organizations or big, big advertising and so on. I could certainly but I don't and I depend on the people to just buy the books and discs at [cuttingthroughthematrix.com](http://cuttingthroughthematrix.com) or donate. And you can help me tick along here because it's awfully expensive. And this is full time believe it or not. Even though right now I'm taking a couple of days a week just to get the wood in for the winter because I know that it's going to be an awfully bad winter. And even for the last few weeks it's gone down to zero quite a few times, the freezing mark already, so we're in for it as we go through global warming and we get colder and colder. So again I'll be back full time when all this is done hopefully but I've got one problem after another to fix out in the meantime.

Now from the U.S. to Canada remember you can order the books and discs using personal checks or you can use international postal money orders from the post office from the U.S. to Canada, you can send cash or use Paypal. Across the world, Western Union, Moneygram, and Paypal once again. Straight donations are seriously, seriously welcome.

Now as I say the world is not as crazy as they'd like you to believe. And the job of the media has always been to keep you either onboard with some big agenda like wars and things, that's very old. And we know for instance that almost all the moguls in the world, the media moguls that own big chains of newspapers and television stations and all the rest of it and radio stations, they, the guys are actually members of the **Council on Foreign Relations** and the **Royal Institute of International Affairs**. So it's the same bunch really, the moguls, that give you all your chitchat for the day, your thoughts for the day. And that's what they give you, thoughts for the day. Most of it you think is irrelevant but really it's meant to influence you and to give you your opinion, the correct opinion, the one that was decided for you by your betters. That's how it's so simple to do.

Other stuff is trivia and even the trivia is meant to create chatter. Especially if there's emotion involved in the trivia, it gets you all chattering with each other and tweeting and all the rest of it and picking sides and so on. It's so easy to con the general public and to play with their minds and so on. And most folk are oblivious to the fact that it's being done to them. They simply get caught up in the topic and emotion is good for that too.

Here's an article here that is really a rehash of something I've done before, I've read before on the radio. And this is a recent update on it basically but it's the same thing.

*"Can governments influence the decisions and actions of their citizens without the public's conscious knowledge?"*

**Alan:** Well actually they've always been doing it.

*"Since 2010, the U.K. government has had a taskforce, nicknamed the "Nudge Unit", "*

**Alan:** Now, I've talked about Sunstein before in the U.S. government who is in charge of the U.S. branch of the "Nudge Unit".

*"...which utilises behavioural economics to come up with policies that can "encourage and enable people to make better choices for themselves."*

**Alan:** In other words it's psychological manipulation you see. And they use many techniques; this is very old, old techniques. Long ago in fact they used a system even when they had the industrial revolution. And they came up with what they called 'time and motions' people, experts that would go into factories and study how people did things. And they'd find to get the most production out of each individual, regardless of the physical consequences to the individuals because they were ten a penny, to help production and help the shareholders get more money and so on. And there are new names for the same thing now, but now it's gone into the whole thing about making you feel good about changing your behavior or guilty or even scared. That's what the law does you know.

So here they are, at it again, admitting they've got it. And the one in Britain I believe too has been privatized. Now, most things that run the world today are already, they've always been private. As I say, the think tanks that advise governments on every kind of policy are privately owned. Now those who own them have had tremendous power, right down to changing the psychology of the general public. Think about it. Nothing is missed out on here.

I always think back to Bernays. I've talked about Bernays so many times and put different videos on him up on the internet. And if you go into the archives section on the website [cuttingthroughthematrix.com](http://cuttingthroughthematrix.com) you'll find the links to the videos. But Bernays said to the advertisers for instance, he says, *Rather than design your products to be bought by people who want to buy them, the general public* - in other words, make good products - he said, *alter the psychology of the public to suit your products*. That's what he said and by God isn't that the truth, eh? Because they've done it across the board to everything you can imagine, not just products you're buying, but attitudes that you're taking part in or adopting and so on. You're being altered all the time. And governments really are just the middle men for this. Private organizations run the world. And all these private organizations are like a pyramid to the capstone at the top; they're all connected folks. But anyway it says:

*"Anyone who studies markets, particularly anyone who trades, knows that human psychology plays a huge role in seemingly random market movements. The same line of thinking opens up the possibility that there might be smarter and more cost-effective ways for governments to interact with the general public on a whole range of issues. The obvious example of "behavioural economics," often cited in the literature, is the different outcomes you get when people are auto-enrolled into workplace pension schemes,"*

**Alan:** Back with more after this.

{Break ♪}

Hi folks. We're back Cutting Through the Matrix, talking about behavior modification, really that's what it is, on behalf of government to the citizens,

changing the citizens' perceptions and attitudes and behaviors. And although this article here is about a book that's out, I mean the book will tell you very little because they never tell you much at all about the very important things that are going on, even Cass Sunstein's books aren't that detailed because you see the real secrets are still being used on you and if they tell you about it all then you'll start prattling about it and it wouldn't work so well, would it?

Anyway it says, talking about the workplace pension schemes...

*"...versus having the option to opt-in to those schemes. Many more people end up saving in pension schemes with auto-enrolment."*

**Alan:** And then it tells you...

*"Why?"*

*"Clearly inertia plays a huge role in human behaviour, meaning we are substantially more likely to continue sitting on our behinds than we are to get up and act,"*

**Alan:** You see. And it's a fact of human life that we're living in an artificial system. Most folk don't even think about that. They think it's normal simply because they're born into it. There is nothing in this system that wasn't contrived by small cliques of people, very rich people, a long time ago folks. That's why you're still running on a money system where it doesn't matter how much money you've got, they can devalue it any minute they want. And they can increase prices whenever they want to. They can grab it if they want to and steal it, which they've done already during the bank crashes and so on. And then you bail them out. I mean this is what you think is normal because it's the only system you can imagine, simply because it's the only one you've been told about because it exists.

The whole system is not natural. The people who live in, so-called primitive peoples, also called arrested development peoples, people who, and this is what they call them at the top because they hate these primitive people. They can't make them work in this system. And they've got to some sort of level, like the few tribes left that are in the Amazon basin that aren't so much touched by the big gold diggers that are down there. But they only have to work two hours maximum to four hours max a day. Four hours generally is when they go off hunting, a whole bunch of the guys go off hunting. And they enjoy it you see because it's a natural thing to do for men. And the rest of the day is theirs to play around and talk to the children and everything else and so on. There is no pressure from outside forces. Our lives in the so-called advanced systems are run by outside forces in every aspect and you never, ever consider it at all because it's normal to you, you're born into it, you're raised with it; you think it's all quite natural. And it's not, it's not. It's to serve the ones at the top who have been here for an awful long time, awful long time folks.

**Anyway it says:**

*"One of the foremost theorists on this emerging intersection between government policy and behavioural economics is Cass Sunstein,"*

**Alan:** Now he is actually...

*"...a US law professor with an interest in the overlap between law, policy, and economics."*

*"He co-authored a book,"*

**Alan:** Called

*"“Nudge: Improving Decisions about Health, Wealth and Happiness”, with the economist Richard Thaler, and heads up the Obama Administration’s Office of Information and Regulatory Affairs."*

**Alan:** Now the U.S. has their own branch of behavior modification for the general public, copied on the British model. So your own tax money is going to brainwash you folks and change the way you believe about things or do things or whatever.

*"In a recent paper, “Empirically informed regulation,” Sunstein draws on work designed to incorporate empirical findings about human behaviour into economic models, in order to suggest how regulation could be designed to be lower cost and more effective."*

**Alan:** It’s all to do with economics for the boys at the top who are getting richer all the time off of, well, all of you.

*"Lawmakers can achieve this by going with the grain of predictable behaviour, rather than against it, so to speak. A general lesson, he argues, is that small, inexpensive policy initiatives can have large and highly beneficial effects."*

*For instance, the more complex the choice you lay before people, and the more perceived barriers they have to work through to enable that choice, the less likely you are to get them to move through that particular gate. “Complexity can have serious adverse effects by increasing the power of inertia,” Sunstein writes."*

*Simplifying choices and removing the amount of paperwork that people have to fill in, makes them much more likely to act. Obviously, if you are highly motivated to buy a house, you will battle through the mortgage application form,"*

**Alan:** Which of course is really paying till you’re dead, that’s what mortgage means.

*"...come what may, but if the form was simpler, the dropout rate would be lower. The same is true of loan applications and so on and so forth."*

*"How The UK Government Helped Its Citizens Make “Better Choices”*

*Actually, of course, the British Civil Service has known about and exploited the power of inertia for decades, possibly centuries."*

**Alan:** And actually the more destabilized the media makes things appear to you, it gives it a kind of cognitive dissonance, you’re like a robot with two programs and you do this on one occasion and do this on the other occasion and here you are clicking between the two, you don’t know what to do. And that’s a result really of

being hammered, psychologically hammered by oh my God the banks are going to crash, oh my God we're off to war again, or possibility off to war again. And oh my God the government is putting more laws out for and they're raising taxes and so on and so on. You're overwhelmed it seems. So that's a technique that government also uses here as they put through other new laws which will make you fill in forms and so on and make you do things. You're easier to control when you literally are floating in space getting hammered by the cosmic rays in all directions in other words.

*"Sunstein wants to go in the other direction, and one has to grant that, in the context of government bureaucracy, this kind of thinking is, if not novel (people have, after all, been banging on about cutting red tape for a very long time) at least helpful."*

*"One of the main factors that Sunstein wants to take into account is the fact that people in fact tend not to behave like the ideal "rational citizen" upon which the rational model is predicated. People procrastinate and neglect to take steps that impose small, short-term costs but that promise large, long-term gains. They delay starting to exercise until they are so overweight they couldn't start if they wanted to, or they delay seeing a doctor about a nagging cough until their lungs are beyond salvation with lung cancer."*

**Alan:** And so on.

*"So what can government do? Government programs and funding should be channeled not just to informing people what they should do, but also towards designing programs that make it easy for people to act on the choices government wants them to make. The more specific and focused the message, the better."*

**Alan:** And that's why for instance on cigarette packages mostly across the world now they will often have no names on the things. And they're not displayed on sight where you can see them so you have to know what you're after or you can't get them. You've got to sort of describe it, you know, it's like giving a story to the person behind the counter, things like that.

*"As he puts it: "In many domains, the identification of a specific, clear, unambiguous path or plan has an important effect on social outcomes. Complexity or vagueness can ensure inaction, even when people are informed about risks and potential improvements. What appears to be scepticism or recalcitrance may actually be a product of ambiguity."*

*"The idea has caught on to the point where the UK Government now has a specific policy-making unit focused on behavioural economy..."*

**Alan:** And that's what they're calling this behavior modification.

*"...and its implications for government policy. In 2010 the UK Coalition Government, impressed by what it knew of behavioral economics, decided to set up a group of 13 academics as an adjunct to the Cabinet Office. Called the Behavioural Insights Team,"*

**Alan:** And I'll put the links up tonight for that.

*"...or the Nudge Unit, this group was given the task of finding smart ways of "encouraging and enabling people to make better choices for themselves."*

**Alan:** But of course the people wouldn't know they were actually being guided to take them, make those choices.

*"The Nudge Unit's output was sufficiently impressive for Government to seek to make the unit the first policy unit to spin off from Central Government as a profit-making venture."*

**Alan:** They privatized it now. Now, as I said at the beginning too, can you imagine the power of these big foundations or the big corporations who get their hands on the power to change, given by the government, to do what they want to do, and put all kinds of stories out in the press and so on to change the people's behavior and so on and so on. I mean something the advertisers are doing all the time, but what a godsend when government approves you and backs you up and gives you the go-ahead to do it.

But it also means too that there are politically correct units also attached to them for changing, you know, until you believe that two and two is five. That's happening already with the public if you know what I mean.

*"The whole idea initially was to use behavioral economics to improve the effectiveness of government programs and to find ways of getting more people "doing the right thing", i. e. giving increased traction to public policy implementation."*

**Alan:** Back with more on this after this break.

{Break ♪ - You're listening to the Republic Broadcasting Network because you can handle the truth - ♪}

**Alan:** Hi folks. I'm Alan Watt. We're Cutting Through the Matrix, talking about the "Nudge Unit" or behavior modification of the general population by governments that hire professionals to do this for us and use all your tax money to broadcast that with little messages to make you change your behavior. So you pay for your behavior being changed. And it's all to benefit government and to give them more cash to play with to, you know, prop up failing big corporations or something like that or banks.

**Anyway it says:**

*"When the Government announced the spin-off of the Unit back in May 2010, it praised the Nudge Unit fulsomely: "The team was established to find ways of encouraging, supporting and enabling people to make better choices..."*

**Alan:** Meaning the correct choices, the ones that the government wants you to do to suit themselves at the top.

*"Since then it has delivered rapid results - identifying tens of millions of pounds of savings, spreading understanding of behavioural approaches within government, and developing a reputation as a world leader in its*



field."

**Alan:** Well I guess they didn't miss all the bank bail-outs over there because they've got tens of millions they saved from altering people's behavior before that, eh?

*"In other words, as far as the UK Government is concerned, behavioural economics works. One has to remember that this comment was made in the context of inviting bids from interested parties as the Government tries to spin out the Nudge unit, so a certain amount of egging the pudding is inevitable. But the Unit itself has a number of successful projects it can point to. One of these..."*

**Alan:** And here's how they do a simple thing. This is a simple thing you see. They won't tell you the detailed things about your opinions in society and things like that you see because they're working on you all the time with these things.

*"One of these was when it was tasked to help the government improve the take-up of loft [attic] insulation by householders."*

**Alan:** To get you to buy the big corporations' fluffy pink stuff, you know, expensive too.

*"The team found that one of the reasons for the slow take-up was that lofts,"*

**Alan:** Attics.

*"...as everyone knows, are wonderful places for storing all those things that you don't really want to part with but are unlikely ever to want again."*

**Alan:** Now it doesn't say it here but I know for a fact they put out TV shows that ran showing you people who hoard things. That's why it was pushed by the government and funded to start off on television because they want you to clear it out, to do something else and buy something, you understand. This is common stuff.

*"They are the archetypal "file and forget" zone."*

**Alan:** The attics. So:

*"The Unit came up with the idea of providing householders with low-cost labour to clean out their rubbish-filled lofts, which then made it easy for the householder to move to the next step, namely installing loft insulation."*

**Alan:** Step by step they alter your behavior until they get what they want you see.

*"The point here is that you take a grand policy, the need to conform to the Kyoto protocol, move to the next layer down, reduce the need for heating fuel, which lowers the UK's use of fossil fuels, then take a detailed look at what is preventing the take-up of what looks like something households should be wanting to do - namely reduce the cost of heating bills."*

**Alan:** Well why do they not bring them down to a rational level, the cost of the fuel in the first place? Because it's just stinking greed that keeps it so darned

high, isn't it?

**Anyway it says:**

*"The approach produced a substantial increase in the take-up of loft [attic] insulation grants by households."*

*"The Unit has produced several research papers, which stand up to scrutiny. The team's most recent paper, "Applying behavioural insights to charitable giving", provides yet another example of how "nudge theory" works in practice."*

*The team started by focusing on understanding what the behavioural science literature suggests would work in practice by way of increasing charitable giving, and then conducted a series of trials and tests to see how these insights panned out in practice through the use of controlled randomised trials.*

*They identified four "behavioural insights": People give more when you make the process of giving easy, as for example, building in an option to automatically increase future payments in line with inflation (you get increased giving without the need for the individual concerned to take additional action); using auto enrolment as a workplace mechanism for higher-paid staff to donate, with clear opt-outs (again this uses the power of inertia); drawing on beneficial peer effects..."*

**Alan:** You know your peer pressure.

*"...by making acts of giving more visible to others in the same social group and fourthly,"*

**Alan:** Actually they do it at the checkout counters too in most stores now too. Oh, would you like to give to the blah-blah-blah? You know, things that have never helped anything or cured cancers or whatever you know. And the whole idea is to do it in public, so if you say no, you feel "oh my God I didn't," you sort of shrink. You shrink in front of everybody. That's the peer pressure. So you're conned every way that you can imagine.

But anyway, as I say, don't expect too much from this article. It's very, very primitive stuff, simple stuff, because the big, big things, I could do many, many shows on and maybe one day I will, but because it's being used on you all the time and it's for more nefarious reasons than the ones they're telling you here; it's not just money and so on. Although Sunstein said too, Cass Sunstein, he said that eventually they'll train the public to want to pay taxes and more taxes. So there you go.

So I'll put that up tonight. But getting back to the beginning of the talk, I mentioned how when you're in space and you're getting bombarded with cosmic rays all conflicting with you and so on, it's easier to nudge and move you into different ways and so on. And you'll get conflicting things. We all know for instance that the United Nations has been pushing for years about sexualizing children and to have masturbation in schools literally by the whole class participating. I've read the articles from the United Nations over the years on this

broadcast. And so these things go on all the time, they keep pushing and pushing. And then you get the opposite you see. And it says:

**"France to ban 'sexualised' child beauty pageants?"**

**Alan:** You see.

*"The French Senate voted early Wednesday to ban beauty pageants for children under 16 - and to impose up to two years in prison and steep fines for adults who try to enter children into such a contest."*

**Alan:** So people say "well that's good, isn't it?"

*"It looks like the French won't be getting their version of "Little Miss Sunshine" or "Here Comes Honey Boo Boo"..."*

**Alan:** Whatever that is.

*"...anytime soon. France's Senate voted early Wednesday to ban beauty pageants for children under 16,"*

**Alan:** And so on... And give a fine, or prison, up to 30,000 euro. That's their cash over there.

*"The amendment is part of a broader bill on women's rights, which will now proceed to the National Assembly, French Parliament's lower house, for debate and another vote. The senators who voted in favour of the measure argue that it will protect children from being prematurely "sexualised" through the use of heavy make-up and often provocative attire.*

*The amendment was prompted by a parliamentary report entitled "Against Hyper-Sexualisation: A New Fight For Equality", which, in addition to calling for an end to the pageants, encouraged a ban on adult-style clothing for children, including padded bras and high-heeled shoes. "Let us not make our girls believe from a very young age that their worth is based only on their appearance," the author of the report, former sports minister and current senator Chantal Jouanno, said in an interview with free French daily "20 Minutes" last year."*

*"Controversy surrounding the issue peaked in December 2010, when French Vogue magazine published a photo spread featuring images of a 10-year-old French girl, Thylane Loubry Blondeau, decked out in a tight dress, jewellery, high heels and make-up. The magazine argued that the photos were meant to capture a classic fantasy of young girls - to dress up like their mother. But the images sparked outrage both at home and abroad."*

**Alan:** It's hard to imagine outrage in France about anything sexual because if you walk along the streets in France everything is happening in broad daylight folks, you know.

*"If the bill is signed into law, as expected, pageants like the annual "Mini-Miss" contest in Paris will no longer take place."*

**Alan:** So there you get what you think is the opposite but don't forget the United

Nations is still pushing for further sexualization, hyper-sexualization, which they call education, sexual education for children by pushing it. And I've read the articles as I say. I've got them all in the archives section at [cuttingthroughthematrix.com](http://cuttingthroughthematrix.com) where they promoted like mutual masturbation in the classroom and stuff like that for very young children and so on and so on.

So you're bombarded with these kind of things you see, the negative and the positive, conflicting and so on. That's to get you, these kind of stories get you into that mood where you're easy because you just can't figure it out and then something else comes along and pushes you in, as Sunstein would say, the right direction, you see. Then you can contrast it with this article here.

Now getting back to that article I just read actually, it's interesting too that Cyrus woman who did her bump stuff with the guy's groin on stage not long ago, Miley Cyrus. It's interesting too that she apparently was photographed by a woman, I guess a feminist in the States, and before she was of legal age and so on in all these kind of poses as well. The same woman by the way who was the last one to photograph John Lennon. She photographed him nude actually in bed on the day he died, it was the morning that he died. And again, she's got her own particular fancies, put it that way. Put it that way.

**Now this article here says:**

***"Swedish court..."***

**Alan:** Now Sweden is very progressive. See, you understand there are terms you use all the time but you don't know what it means. You have to go back into even the French Revolution to find what progressive means. Because the French Revolution had just like today, they do networking with all kinds of disaffected or fringe groups, or they form the groups in fact out of people who thought they were the only ones who were on the fringe, and they use them. And in the French Revolution they actually had all kinds of strange people who wanted no laws for anything at all. And after the French Revolution there were stacks of young children, orphans and all that, just running around prostituting themselves in the streets because it was pushed big time there at that time.

So you've got all these ones too who are beyond what they call anarchism. An anarchist truly is meant for no government at all. If you can't govern yourself then you get government, but if you can govern yourself, in other words don't bother me and I won't bother you. That's what it really means. But government likes problems. That's why it increases all the time. That's how it came into being in the first place.

Back with more after this.

{Break ♪}

**Alan:** Hi folks. We're back Cutting Through the Matrix, talking about basically how we're all manipulated by professionals. Their big, big organizations that got a lot of their ideas from marketers and propagandists and so on, and public relations because they all use these same techniques on the general public to change and alter our behavior and your attitudes too, and what you accept, what you won't accept, etcetera, and what you shouldn't accept in fact. Anyway:

***"Swedish court rules it IS legal to masturbate in public (if it's not directed at anyone specific)"***

**Alan:** It says. Now Sweden is the avant-garde again of the sexual revolution. They took over from France, although France is in a bit of a mess too as I say. It's quite something to behold. And that all started from the French Revolution because that was all part of the revolution too, that marriage was to be abolished too. Because the same guys who brought you communism, the World Revolutionary Societies, brought you the French Revolution too by the way. And get rid of marriage and have lots and lots of sex and all the rest of it with as many partners as you want and it's okay, blah, blah, blah, blah, blah. It's still on the go today of course and it's worked awfully well in that respect. It's got what it wanted. Anyway:

- *"Man, 65, acquitted of sexual assault after masturbating on beach."*

**Alan:** I guess he was thinking of a Fish Called Wanda, eh?

- *"Court ruled he committed no crime since he was not directing his action towards a specific person."*
- *"Anyone doing the same in the UK would face charge of indecent exposure."*

**Alan:** Now is that last statement supposed to be so we can compare ourselves and maybe change too? So anyway:

*"A court in Sweden has ruled that it is acceptable to masturbate in public."*

*"The ruling came in a landmark judgement following a case brought against a man seen touching himself on a beach."*

**Alan:** He liked touching himself, eh?

*"The 65-year-old man, who dropped his shorts close to the water at Drevviken beach, Stockholm, and started to masturbate, was initially charged with sexual assault. But in a surprise ruling, the Södertörn District Court acquitted the man. While the judgement stated it 'may be proven that the man exposed himself and masturbated on this occasion', it subsequently added that no offence had been committed."*

**Alan:** What does that say about the judge too, eh?

*"It based its finding on the fact that the man was not pleasuring himself towards a specific person,"*

**Alan:** I was thinking I guess he wanted to you know what to them all.

*"...according to Sweden's English language news website, The Local."*

*"Prosecutors held their hands up in agreement, underlining that the law calls for the act to be directed at another person to count as a crime."*

**Alan:** See, the mob, the mass, is worth nothing. I hope you understand that.

That's how government sees all of you, you're the mass. {Laughs}

*"Public prosecutor Olof Vrethammar told the Mitti newspaper that he wasn't planning to appeal the ruling. He told the paper, quoted in The Local: 'For this to be a criminal offence it's required that the sexual molestation was directed towards one or more people. I think the court's judgement is reasonable.'"*

**Alan:** You understand your whole law system, your legal system and your banking system and all the rest of it works together. The same people actually that ran it all set it up for you. And in the old days that would be dealt with by the folk around there very, very quickly too. And that was natural law you see, natural law actually exists believe it or not.

*"The decision raises questions about whether public masturbation will now be acceptable across Sweden, so long as it is not directed at another person."*

**Alan:** Now how about children in the area too, and all the rest of it too, etcetera you see. Because you understand pedophilia is to be normalized down the road. Those who brought you all the other things that are normalized through comedies and all the rest of it and television, blah, blah, blah, are going to bring you pedophilia and bestiality by the way because I've read their articles on the air here again after one of their big world meetings that they had in 2001. They said we won all the rights for homosexuality and lesbianism and all the rest of it, now we have to promote the push for pedophilia or they called it intergenerational love, they called it, and bestiality.

Anyway, so there you go, it's okay to masturbate in front of lots of people, just don't do it in front of one person. And you think it's all crazy. No, it's not crazy; it's crazy like a fox folks. That's what it is. It's all prearranged, all prearranged.

And also this one here, it's from the Guardian of course that thinks that all this stuff should go on.

*"Local people should be at the heart of development, from providing inspiration to being participants for new ideas. Too often they're forgotten."*

**Alan:** Because they really care about us you see, the silent majority.

*"One of the major triumphs of psychology and design over the last 40 years has been to demonstrate how human behaviour is heavily influenced by context."*

**Alan:** Oh no kidding, eh?

*"Our beliefs, actions and experiences are entwined with the surrounding environment and our decisions are rarely made in isolation."*

**Alan:** Actually they're made for you.

*"For instance, we're more likely to judge other people's relationships as unstable if we're sitting on a wobbly chair rather than a normal one. Exposure to a clean smell can encourage people to wash their hands and*

*challenges appear less difficult if we're standing with friends. Findings like these from across psychology, economics and neuroscience -"*

**Alan:** This is all part of this **behavior modification**.

*"...broadly behavioural science -"*

**Alan:** And I call it **modification** because that's what it is folks.

*"...are continuing to challenge long-held assumptions about the forces that shape our behaviour. The result is a large base of evidence that can be used to guide and support people in making better decisions."*

**Alan:** In other words the decisions that they want you to make.

*"The problem is that many policy or planning decisions are still blind to these insights. Walk for five minutes in any city and you will experience huge variation in the effects of messages, services and infrastructure designed to improve our health and wellbeing."*

**Alan:** There is that word again, "wellbeing".

*"Where there is variation, there is a need to experiment to find what works and improve what doesn't. Cities must become living laboratories, places where designers, scientists, companies and customers collaborate to investigate, make and test ideas with the communities that live in them. Local people should be at the heart of development, from providing inspiration to being participants for new ideas."*

**Alan:** And that's how they get folk in, it's like focus groups. You can actually get the focus groups and alter their behavior completely, completely, and that's going way back again when they were testing all kind of marketing ideas but actually they found too they could really change the attitudes of the folk who came in as volunteers to see if they liked this coffee over that coffee or whatever. They could actually change behavior in many ways, even sexual by the way, big time.

*"Good designers are brilliant at managing the uncertainty of real world problems, observing people's lives to empathise with the reality they face and the support they need."*

**Alan:** It's written like something a social worker would give for you eh? You all need support and help you see because you're all dysfunctional.

*"Only by enabling people to realise their good intentions will we be able to tackle the biggest problems in society and alleviate pressure on the state."*

**Alan:** So it's to save the state all this pressure as they get bigger and bigger and create more problems which creates more fallout and they have to come in to help the fallout.

*"As much as it's important for cities to listen to their citizens, behavioural scientists have taught us that we're often unaware of the real drivers of our decisions. While involvement with communities can uncover what beliefs, experiences and behaviours are important, scientific findings can explain*

*why they occur."*

**Alan:** Now don't forget communities, communitarianism is the big thing. It's to get pushed worldwide. Britain is pushing it, under the Great Society they call it, or the Big Society. But it's communitarianism, where you've all to have the same beliefs by the way, the same opinions on everything, be politically correct. And if you don't have the right opinions then you don't have good well-being. There is something wrong with your well-being; you better get someone in there to change your attitudes so as you can have good well-being you see.

*"By combining creative thinking with scientific rigour, living labs can reveal unforeseen opportunities to improve people's lives through the design of products, services and places."*

**Alan:** There is nothing that they make in products that is meant to last, folks, there never will be. It's for greed, maximizing the profit. It's not just built-in obsolescence; it's also aftermarket replacements for all parts that are guaranteed to break down.

*"They are open platforms, sourcing and prototyping ideas with people of all backgrounds, combining the expertise within the lab with real world knowledge. The risk of innovation is managed by demonstrating proof of concept before scaling up. Randomised controlled trials (field trials)..."*

**Alan:** This is on the general populations remember.

*"...are the best way of examining the general effect of an idea on individuals or groups in their natural environment."*

**Alan:** I guess it means the class that you're in, your natural environment.

*"Smart technologies are making data collection easier and less obtrusive, providing the structure for continued feedback and improvement."*

**Alan:** And it's true. All these universities have been doing studies for years by studying the internet and all your chatter and complaints and attitudes and so on. They do it all the time. So they give you...

*"...a gallery illustrating 10 examples from around world that are putting these principles into practice."*

**Alan:** Don't forget now, if you have different opinions from the ones... And the problem is it's generally the majority that adopt the politically correct ideas and start parroting as though they had invented them themselves. Because they all want to be accepted, these are the masses. That's the true masses you see. They want to be the same as everybody else. They like sameness. And they want this thing called normalcy that's approved by those above them that gave them this normalcy. They like to be normal you see, even though it's always the new normal every other day or week or whatever.

So it leaves out of the picture all those who say, hey, I know what's going on, I don't want to go along with this, I'm not getting nudged or pushed or bullied by peer pressure into adopting these behaviors or ideas or opinions.



So I'll put these articles up tonight at [cuttingthroughthematrix.com](http://cuttingthroughthematrix.com) as I say and you can look them up for yourselves and go deeper if you want to. But don't buy the regular books out there because the real stuff is just not put out to the general population, folks. The Cass Sunstein books and so on doesn't go into anything in detail because they can't tell you just how far advanced they are. In fact you're the product of these guys. It didn't start with Sunstein either; go way back to Bernays' days and even before Bernays. Where do you think he got it all from? There are basically almost secret societies that have this information that run economics and countries down through centuries, how to make folk buy things, how to get government to force folk to buy things or take things from government, which the government uses your money to buy, like vaccinations and so on and so on.

Anyway, from Hamish and myself from Ontario, Canada, it's goodnight, and may your God or your Gods go with you.

### **Topics of show covered in following links:**

[\*Government and Behavioural Economics\*](#)

[\*Behavioural Insights Team\*](#)

[\*France to Ban Sexualised Child Beauty Pageants\*](#)

[\*Sweden Rules Public Masturbation Legal as Long as it Is Not Directed at Anyone Specific\*](#)

[\*Turning Cities into Living Laboratories\*](#)

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### **Alan's Materials Available for Purchase and Ordering Information:**

- [BOOKS](#)** "Cutting Through" & "Waiting for the Miracle....."  
Volumes 1, 2, 3      Also available in Spanish or Portuguese translation:  
"Esperando el Milagro....." ([Español](#)) & "Esperando um Milagre....." ([Português](#))
- [CDs](#)** Ancient Religions and History MP3 CDs:  
Part 1 (1998) and Part 2 (1998-2000)      Blurbs and 'Cutting Through the Matrix' Shows on MP3 CDs (Up to 50 Hours per Disc)
- [DVDs](#)** "Reality Check Part 1" & "Reality Check Part 2 - Wisdom, Esoterica and ...TIME"